



WKMG

# ORDER

Print Date 10/25/12 Page 1 of 2

Flight Dates 10/25/12-10/30/12

Contract / Revision

263048 /

Product

ROMNEY FOR PRESIDENT

Original Date / Revision

10/25/12 10/25/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street  
Beverly, MA 01915

Agency American Rambler Productic

Buying Contact

138 Conant Street  
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06396743

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%		
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Order Share 100% Market Value 120000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	9	\$73,950.00	\$87,000.00	0.00
November 2012	3	\$28,050.00	\$33,000.00	0.00
<b>Totals</b>	<b>12</b>	<b>\$102,000.00</b>	<b>\$120,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	9	\$73,950.00	\$87,000.00
10/29/12	10/30/12	3	\$28,050.00	\$33,000.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	10/29/12	10/29/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----			1		\$10,000.00		0.00				
E 2	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$12,000.00		0.00				
E 3	WKMG	10/30/12	10/30/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$11,000.00		0.00				
E 4	WKMG	10/25/12	10/25/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00



WKMG

Print Date: 10/25/12

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Contract / Revision

263048

Flight Dates 10/25/12-10/30/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate #

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 4	WKMG	10/25/12	10/25/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$11,000.00	P-2	0.00 NM	1	\$11,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$11,000.00		0.00			
E 5	WKMG	10/25/12	10/25/12	Thu Prime 10p Elementary	CM	10-11p	---1---	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$10,000.00		0.00			
E 6	WKMG	10/26/12	10/26/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--					1	\$9,000.00		0.00			
E 7	WKMG	10/28/12	10/28/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$8,000.00		0.00			
E 8	WKMG	10/28/12	10/28/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$9,000.00		0.00			
E 9	WKMG	10/28/12	10/28/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----2	:30	2	\$10,000.00	P-2	0.00 NM	2	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2					2	\$10,000.00		0.00			
E 10	WKMG	10/27/12	10/27/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----2-	:30	2	\$10,000.00	P-2	0.00 NM	2	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2-					2	\$10,000.00		0.00			
													Totals	12	\$120,000.00